

**New Program Proposal
Bachelor of Science
Tourism Management
University of South Carolina - Columbia**

Summary

USC-Columbia requests approval to offer a program leading to the Bachelor of Science degree in Tourism Management to be implemented in Fall 2007.

The Board of Trustees approved the proposal on June 29, 2006. It was submitted to the Commission on August 1, 2006, and reviewed by the Advisory Committee on Academic Programs without substantive comment and voted upon favorably on October 11, 2006.

According to the proposal, the principal purpose of the program is to produce a critical mass of graduates who will assume prominent roles in planning, management and entrepreneurship within South Carolina's diverse and rapidly growing tourism sector. The need for the program, according to the institution, is based on the emergence of the tourism and travel industry as a dominant economic sector in South Carolina. South Carolina currently attracts 30 million out-of-state visitors per year for a total of more than 100 million 'visitor-days'. According to the proposal, tourism is recognized in the South Carolina Competitiveness Initiative as one of four strategic activity clusters that will lead the state's future economic development and diversification. Nevertheless, like many other US destinations, South Carolina lacks the critical mass of appropriately educated tourism managers that would better ensure avoidance of a laissez-faire growth that may culminate in product maturation and deterioration if levels of development are allowed to exceed a destination's environmental, economic and social carry capacity thresholds.

The School of Hotel, Restaurant, and Tourism Management currently offers a BS in Hotel, Restaurant and Tourism Management, but the emphasis is on the hospitality component with just one core course focused on tourism. According to the proposal, the existing program will be changed to a BS in Hospitality Management when the proposed program is approved. The program supports the primary mission of USC-Columbia of educating the state's diverse population and also supports the University's focus on service to the 'community, state, nation, and the world in such

areas as public health, education, social issues, economic development, and family support systems.’

According to the proposal, student demand for the B.S. in Tourism Management is expected to be high based on both extensive anecdotal feedback from HRTM students and a survey that was conducted in August, 2005, involving students enrolled in three courses in the current program. The survey yielded 388 valid completed questionnaires, with 208 hospitality majors completing the questionnaire. According to the proposal, almost one-third of respondents stated that they would definitely or probably have taken the tourism major, with this figure rising to 36% among the hospitality majors. Once the program is approved, USC-Columbia intends to allocate \$10,000 for marketing and promotion in the first year to attract students from outside the USC-Columbia area. Primary target audiences include two year colleges, and Academics of Hospitality and Tourism high schools in Charleston and Hilton Head.

Employment opportunities are anticipated by the institution to be numerous for graduates of the B.S. in Tourism Management in South Carolina in thirty different categories directly related to tourism. Tour manager, resort manager, marketing director, public relations officer, and community liaison officer are just a few of the management positions available to graduates of this degree program. According to the proposal, tourism directly provided 132,000 jobs in South Carolina in 2003, and is expected to provide at least 210,000 jobs or 6.5% of all state employment by 2010.

The curriculum of the proposed program consists of 127 total credits hours of undergraduate coursework in general education, related area courses, major core courses, professional electives and open electives. There are twelve new courses to be added to the catalog at the institution.

Admission standards require that incoming high school students interested in pursuing the B.S. degree in Tourism Management, who meet university admission requirements, must have a 2.5 GPA. The College of Hospitality, Retail, and Sport Management has a pre-professional and professional division of student classification. Admission into the pre-professional division follows the general admission policies of the University. Entrance into the professional division requires the approval of the department and the successful completion of the requirements indicated under each departmental heading.

There are four similar programs in public universities in South Carolina (Clemson University, College of Charleston, Coastal Carolina University, and University of South Carolina-Beaufort). The proposed program at USC-Columbia differs from these institutions in that this will be a full major in tourism management rather than a focus, specialized option or concentration in affiliation with hospitality. In addition, the number of proposed required tourism-focused courses and credit hours

will be substantially greater (42 credit hours) compared to the four public universities (25 credit hours, 18 credit hours, 13 credit hours, one credit hour). Similar programs in the United States include a BS in Travel and Tourism Management at Florida International University and a BS in Tourism and Recreation Management at Niagara University (Niagara Falls, NY). According to the proposal, there are approximately 40 US universities that offer a substantive tourism “concentration” as part of a major that emphasizes hospitality or outdoor recreation.

Enrollment in the proposed degree program is estimated to begin at 60 headcount students (60 FTE) in Spring 2007 and increase to 240 headcount students (240 FTE) in the fourth and fifth year of the program. In the first year of the program, it is anticipated that 30 of the 60 students will be new to USC-Columbia and 30 will be transfer students from other programs with the School and University. If the enrollment projections are met, the program will meet the current CHE program productivity standards.

The School of Hotel, Restaurant and Tourism Management at USC-Columbia currently has nine full time faculty and two adjunct faculty with expertise to teach in the proposed program. There will be no additional administrators, nine faculty (4.09 FTE), and no additional staff serving the new program. No additional full time faculty will be hired after Fall, 2006, for the purpose of delivering the tourism program.

There are no mandatory requirements for accreditation, approval, licensure or certification associated with the proposed program. According to the proposal, the attractiveness of the Program will be increased by the planned acquisition of TedQual (Tourism Education Quality) certification through the World Tourism Organization, which has currently been granted in the US only to tourism programs at the George Washington University and University of Hawaii.

There are no additional physical plant or equipment requirements for the proposed program. According to the proposal, there are no recognized American standards or guidelines for university library tourism collections. However, the library officials have stated that the 977 book titles directly related to tourism at the Thomas Cooper Library will support a BS in Tourism Management as described in the proposal. In addition, sixty new academic tourism books each year and five new refereed tourism periodicals will be acquired each of the first five years. Additionally, indexing and abstracting services and the PASCAL electronic databases will support the program.

New costs for the program are estimated to begin at \$102,240 in year one. Faculty salaries (\$102,240) account for the total of first year expenditures. The dollar amount of faculty salaries represents a portion of the three recent new hires in Fall 2006 that is committed to the proposed program. Estimated new costs increase to

\$106,140 in the second through fifth year and include library resources (\$3900) for the second through fifth years. The total estimated new costs for the program for its first five years will total \$526,800. No “unique costs” or other special state appropriations will be required or requested. The School of Hotel, Restaurant and Tourism Management has sufficient, qualified faculty on staff to meet the anticipated program needs for the first five years of the program’s implementation.

Shown below are the estimated Mission Resource Requirement (MRR) costs to the State and new costs not funded by the MRR associated with implementation of the proposed program for its first five years. Also shown are estimated revenues projected under the MRR and the Resource Allocation Plan as well as student tuition.

Year	Estimated MRR Cost for Proposed Program	Extraordinary (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation	Tuition	Total Revenue
Year 1	\$512,550	\$0	\$512,550	N/A	\$281,466	\$281,466
Year 2	\$1,025,100	\$0	\$1,025,100	\$276,707	\$562,933	\$839,640
Year 3	\$1,537,650	\$0	\$1,537,650	\$553,414	\$844,399	\$1,397,814
Year 4	\$2,050,200	\$0	\$2,050,200	\$830,122	\$1,125,866	\$1,955,987
Year 5	\$2,050,200	\$0	\$2,050,200	\$1,106,829	\$1,125,866	\$2,232,694

These data demonstrate that if USC-Columbia can meet the projected student enrollments and contain costs as they are shown in the proposal, the program will be able to cover new costs with revenues it generates by the fifth year of its implementation.

In summary, USC-Columbia will offer a program leading to the Bachelor of Science degree in Tourism Management. This program is needed in South Carolina and will allow graduates to assume professional roles in planning, management and entrepreneurship with South Carolina’s diverse and rapidly growing tourism sector.

Recommendation

The Committee on Academic Affairs and Licensing recommends that the Commission approve USC-Columbia's proposed program leading to a Bachelor of Science degree with a major in Tourism Management to be implemented in Fall 2007 provided that no "unique cost" or other special state funding be required or requested and provided that the current Bachelor of Science degree with a major in Hotel, Restaurant, and Tourism Management be changed in name to a Bachelor of Science degree with a major in Hospitality Management simultaneously with the implementation of the new program.